

Message Text

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PAGE 01 THE HA 03913 180819Z
ACTION EUR-12

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FM AMEMBASSY THE HAGUE
TO USDOC WASHDC
SECSTATE WASHDC 2987

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E.O. 11652: N/A
TAGS: BEXP NL
SUBJECT: REQUEST FOR TRAVEL: STAR SHOW: AMERICAN DENTAL ASSOCI-
ATION 119TH ANNUAL SESSION, OCT. 22-26 ANAHEIM, CALIFORNIA.

REFS: (A) STATE A-1615 (B) STATE A-1614 (C) USDOC 09392
(D) THE HAGUE 2591 (E) THE HAGUE 3499 (F) THE HAGUE A-130
APRIL 11, 1978.

1. AS DEPARTMENT IS AWARE, EMBASSY, ALONG WITH LOCAL
TOUR OPERATOR, IS PROMOTING A GROUP FLIGHT TO SUBJECT
EVENT (REF.E.) LOCAL TOUR OPERATOR HAS REQUESTED
THAT EMBASSY PROVIDE FSO/FSL ESCORT OFFICER TO
ACCOMPANY FLIGHT, IF A MINIMUM OF FIFTEEN PERSONS
ATTEND. ALL TRAVEL EXPENSES, FOOD AND LODGING FOR
EMBASSY ESCORT WOULD BE INCLUDED EXCEPT FOR LIMITED
PER DIEM TO COVER MISCELLANEOUS TRAVEL EXPENSES. THE
FLIGHT IS SCHEDULED TO LEAVE ON OCTOBER 21 AND RE-
TURN ON NOVEMBER 1. A SIDE TRIP TO SAN FRANCISCO
IS LIKELY AFTER THE SHOW AND WOULD BE INCLUDED IN THE
GROUP PROGRAM.

2. WE PROPOSE THAT FSL MARK ARMITAGE ESCORT GROUP FLIGHT,
PROVIDE LIASON WITH LOS ANGELES USDOC DISTRICT OFFICE
AND ASSIST GROUP AS NEEDED. ARMITAGE IS AN FSL-3, WHO
HAS BEEN WITH THE EMBASSY FOR ONE YEAR AND WHOSE WORK
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PERFORMANCE HAS BEEN VERY COMMENDABLE AND RESPONSIBLE.
AS HE IS RESPONSIBLE FOR THE DENTAL CARE SECTOR, THE
SUBJECT SHOW IS AN EXCELLENT OPPORTUNITY FOR HIM TO
MEET MAJOR AMERICAN MANUFACTURERS FOR DENTAL EQUIPMENT,
SEE THE LATEST TECHNOLOGY IN THIS FIELD, AND ENHANCE
HIS CONTACTS WITH DUTCH COUNTERPARTS.

3. TO MEET IATA REGULATIONS FOR LOW ROUND TRIP AIRFARES, GROUP IS REQUIRED TO STAY IN U.S. FOR MINIMUM OF 10 NIGHTS. AS SUBJECT EVENT RUNS FROM OCTOBER 22-26,;THREE WORKING DAYS (27, 30 AND 31) REMAIN OPEN. ARMITAGE, WHO PROMOTES FIVE OTHER MAJOR INDUSTRIAL SECTORS, INCLUDING HEALTH CARE, COULD USE THIS TIME FOR CONSULTATIONS WITH THE USDOC DISTRICT OFFICES IN LOS ANGELES AND SAN FRANCISCO, AND TO VISIT VARIOUS HEALTH CARE INSTITUTIONS AND ORGANIZATIONS, SUCH AS THE REGIONAL OFFICE OF THE AMERICAN HOSPITAL ASSOCIATION IN SAN FRANCISCO.

4. THE DENTAL SECTOR HAS BEEN RATED HIGHLY BY POST (REF.F). ABSENCE OF A SIMILAR EVENT IN THE NETHERLANDS AND THE GOOD REPUTATION OF AMERICAN DENTAL EQUIPMENT MAKES SUBJECT EVENT IDEAL PROMOTIONAL VEHICLE. REACTIONS FROM INITIAL MAILING REGARDING GROUP VISIT HAVE BEEN POSITIVE. ONE PHARMACEUTICAL COMPANY IS CONTEMPLATING SPONSORING A GROUP OF 20.

5. ACTION REQUESTED: WE REQUEST AUTHORIZATION FOR ABOVE TRAVEL FOR MARK ARMITAGE AND APPROVAL OF PARTIAL PER DIEM FOR THE 10 DAY TRIP, ASSUMING MINIMUM NUMBER OF 15 GROUP PARTICIPANTS IS MET.
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